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APR 17 1924
By _____

*Gladden
up your
garden
with
gladioli*

*Pierce Bulbs
are guaranteed
to blossom*

PURPLE GLORY



A GLADIOLUS GARDEN PROVIDES A
DAILY SUPPLY OF BEAUTIFUL BLOOMS
FOR DECORATIVE PURPOSES

From hundreds of varieties tested, we have selected the following as being the best. We have divided these into color groups for your convenience in making selections.

Delicate Pink

AMERICA. This is one of the finest standard varieties. Flowers large and borne on a strong spike. A delicate, attractive shade of pink.

Each, .05 ; Doz., .50

ANTHONY B. KUNDERD.

Ruffled petals. A magnificent, intensely ruffled flower of delicate, deep cream color flushed with primrose, tinted pink. Tall and vigorous grower. One of the best.

Each, .75 ; Doz., 7.50

LE MARECHAL FOCH. A recent introduction of merit. Flowers lavender pink, unusually large and attractive. Each, .20 ; Doz., 2.00

LOVELINESS. Sulfrano pink, tinted cream color. Many of the flowers open at the same time. Each, .15 ; Doz., 1.50

MRS. DR. NORTON. (See illustration on page 8.) A very delicate shade of cream and pink. Blossoms orchid-like, arranged prettily on a tall, graceful spike. Awarded many high honors.

Each, .25 ; Doz., 2.50

PANAMA. A very popular deep shell pink variety. Large flowers on a sturdy spike. Each, .10 ; Doz., 1.00

Some of your friends will be glad to receive our catalog. Tell them about us, or let us have their names, so that we may send them a copy.

PRIDE OF GOSHEN. Enormous ruffled blossoms of flesh pink. Tall and graceful plant. Sturdy grower. Very fine.

Each, .15 ; Doz., 1.50

RUFFLED AMERICA. See Five Gladiolus "Aristocrats"—back page.

SMILES. The flowers are white, heavily edged with pink. A large flowering variety. Very attractive, ruffled. Each, .50 ; Doz., 5.00

TWILIGHT. A creamy buff color with throat of pink. Very prettily ruffled. A rich shade and a strong grower.

Each, .75 ; Doz., 7.50

WILBRINK. Immense flowers of a soft flesh pink. Spike very graceful. A very attractive variety.

Each, .10 ; Doz., 1.00

Collection No. 1. One each of the above 11 varieties (value, 4.00) for 3.70

Collection No. 2. One each of the above, excepting ANTHONY B. KUNDERD, RUFFLED AMERICA and TWILIGHT, 8 varieties (value \$1.50), for 1.40

Rose Pink and Salmon

BUCKEYE. An unusually large ruffled flower. Petals rose pink, tinted old rose at edges. Spikes massive and stately.

Each, .40 ; Doz., 4.00

E. J. SHAYLOR. This variety is one of the finest rose pinks. A very strong grower with large, pure rose pink ruffled blossoms. One of the finest varieties grown. Winner of many prizes.

Each, .25 ; Doz., 2.50

EVELYN KIRTLAND. A tall, graceful spike with blooms of brilliant rose pink, shading to shell pink in the throat. A very attractive variety.

Each, .20 ; Doz., 2.00

GRETCHEN ZANG. A beautiful geranium pink flower. Vigorous grower and very graceful.

Each, .20 ; Doz., 2.00

HALLEY. A very early variety which is very popular. Flowers large, salmon pink in color, and well arranged on a graceful spike.

Each, .06 ; Doz., .60

IDA VAN. A handsome salmon pink. Vigorous grower and a worthy variety.

Each, .10 ; Doz., 1.00

Pierce Bulb Co.

Sept. 10, 1923.

I bought three dozen of your Gladiolus bulbs in the Spring and they all bloomed and were very beautiful. I feel that they were so good I should like to try some other varieties from you.

Mrs. P. G. T., Maryland.

- INDEPENDENCE.** Rich begonia pink flower on a strong spike.
Each, .06 ; Doz., .60
- LITTLE DIAMOND.** Flower diamond in shape and salmon pink in color. Attractively ruffled.
Each, .20 ; Doz., 2.00
- MRS. FRANCIS KING.** One of the finest varieties grown. Has an unusually tall spike with large blossoms of flame pink. Should be in every garden.
Each, .06 ; Doz., .60
- ORANGE GLORY.** A very rich orange color. A strong grower and a massive spike. A very beautiful ruffled variety. Each, .15 ; Doz., 1.50
- PINK LILY.** A delightfully ruffled rose pink. Appropriately named.
Each, .40 ; Doz., 4.00
- PRIDE OF LANCASTER.** Named in honor of the birthplace of Luther Burbank. Fiery orange salmon color. Blossoms are large, ruffled, and many open at a time. This is a vigorous variety and a very beautiful one.
Each, .35 ; Doz., 3.50
- PRINCE OF WALES.** (See illustration on page 9.) One of the finest of recent introductions. Color of flower salmon and buff. A very vigorous grower and a striking color. Worthy of a place in every garden.
Each, .10 ; Doz., 1.00
- ROMANCE.** See Five Gladiolus "Aristocrats"—back page.
- ROSE GLORY.** A charming variety of the purest rose pink. Petals ruffled. Worthy of its name.
Each, .25 ; Doz., 2.50
- Collection No. 3.** One each of the above 15 varieties (value, 3.78) for 3.55
- Collection No. 4.** Omitting ROMANCE, 14 varieties (value, 2.78) for 2.60

Red

- BRENCHLEYENSIS.** A scarlet flower of medium growth, with nearly all of the blossoms open at one time.
Each, .06 ; Doz., .60
- CINNAMON BEAR.** Ruffled flowers of deep violet red. Large and graceful.
Each, .25 ; Doz., 2.50
- CRIMSON GLOW.** A large open flower deep crimson in color, well formed and attractively placed on the spike. A very fine variety.
Each, .30 ; Doz., 3.00
- EMPRESS OF INDIA.** A velvety dark red of unusual and impressive coloring. Many flowers open at a time. Well named.
Each, .10 ; Doz., 1.00

We are always only too glad to show flower-lovers through our gardens and storehouses, and to explain how Pierce Guaran-tested Bulbs are produced and handled.

FAIRLAND. Fine vermilion scarlet, attractively blotched a deep red. Ruffled petals. Very fine. **Each, .35; Doz., 3.50**

JOE COLEMAN. Unusually large and vigorous ruffled variety, rich red in color.

Each, .25; Doz., 2.50

JUNE DELIGHT. Beautiful geranium red, ruffled petals. A real delight.

Each, .25; Doz., 2.50

MASTERPIECE. An extremely fine ruffled variety of American Beauty rose color. Unusually large plant and flowers. Very beautiful.

Each, 1.00; Doz., 10.00

MRS. WATT. American Beauty rose color. Graceful spike, with flowers nearly all open at a time. Very attractive variety.

Each, .12; Doz., 1.25

RED EMPEROR. Extremely large flowers of deep scarlet red, well placed on a tall spike. A very beautiful variety.

Each, .20; Doz., 2.00

ROSALIND. A fine bright red ruffled variety. Sturdy grower. Distinctive.

Each, .75; Doz., 7.50

THISTLE. Tall massive plant. Large ruffled rose red flowers. A fine sort.

Each, .75; Doz., 7.50

WAR. A very beautiful deep blood red with wide open flowers. Tall, strong spike. One of the best reds.

Each, .10; Doz., 1.00

Collection No. 5. One each of the above 13 varieties (value, 4.48) for **4.15**

Collection No. 6. Omitting MASTERPIECE, ROSALIND and THISTLE, 10 varieties (value, 1.98) for **1.80**



VARIETIES WITH LARGE, WIDE-OPEN FLOWERS AND STURDY SPIKES MAKE A STATELY AND IMPRESSIVE APPEARANCE

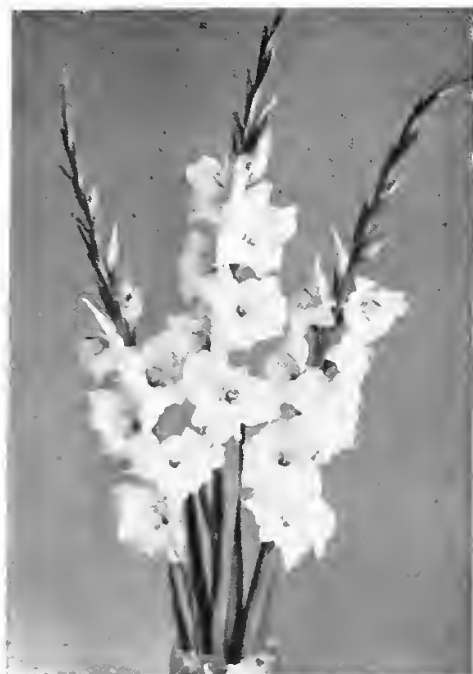
Pierce Bulb Co.,
West Medway, Mass.

Aug. 30, 1923.

Gentlemen:—The Gladiolus bulbs which I received from you this Spring were very satisfactory. Enclosed is a complete list of what I shall want for Fall delivery.

L. E. M., Connecticut.

DURING SIXTEEN YEARS of growing and selling Gladioli, we have found that the average person prefers a variety of colors. The greatest enjoyment can be derived from such a planting. To make it easy for you to select your Gladiolus Assortment we have carefully made up several fine collections. This year we are featuring



MRS. DR. NORTON

Pierce's Big Premier Garden Offer for 1924

A Selected Assortment of the Cream of Our List! Every Bulb is Guaranteed to Produce a Beautiful Blossom which will be the Pride of Your Garden. If Used to Decorate Your Home, These Blossoms will be a Constant Source of Delight

PREMIER COLLECTION A.—84 Assorted Bulbs: 12 Delicate Pink, 12 Rose Pink and Salmon, 12 White and White with faint markings, 12 Red, 12 Cream and Light Shades with blotched throats, 12 Yellow, 12 Blue, Purple and Lavender. Separately labeled by color. For **\$6 35**

PREMIER COLLECTION B.—56 Assorted Bulbs: 8 Delicate Pink, 8 Rose Pink and Salmon, 8 Red, 8 White and White with faint markings, 8 Cream and Light Shades with blotched throats, 8 Yellow, 8 Blue, Purple and Lavender. Separately labeled by color. For **\$4.45**

PREMIER COLLECTION C.—28 Assorted Bulbs: 4 Delicate Pink, 4 Rose Pink and Salmon, 4 Red, 4 White and White with faint markings, 4 Cream and Light Shades with blotched throats, 4 Yellow, 4 Blue, Purple and Lavender. Separately labeled by color. For **\$2.35**



PRINCE OF WALES

GLORY COLLECTION

One Bulb each of Six Magnificent Ruffled Varieties.

Separately labeled

PURPLE GLORY
GOLDEN GLORY
ORANGE GLORY
KUNDERDI GLORY
ROSE GLORY
WHITE GLORY

for
\$2.00

Three Bulbs each, for 5.50

PIERCE DOLLAR ASSORTMENT

36 Bulbs for \$1.00

A mixture made up right from our standard stock. Includes six different standard varieties. Very good value for the price.

White and White with Faint Throat Markings

AUGUSTA. A fine white with faint lavender touches. Very strong spike. Many blossoms open at a time. **Each, .06; Doz., .60**

BERTREX. Creamy white of high quality. **Each, .10; Doz., 1.00**

DEFIANCE. A superb blush white. Tall and vigorous spike. **Each, .35; Doz., 3.50**

GLORY OF HOLLAND. A splendid large pure white with blossoms gracefully placed on a tall spike. A popular variety. **Each, .10; Doz., 1.00**

LILYWHITE. A new introduction of particular merit. One of the finest whites on the market. Many flowers open at a time. Very vigorous grower. **Each, .15; Doz., 1.50**

MARIE KUNDERD. See Five Gladiolus "Aristocrats"—back page.

MARY PICKFORD. Delicate creamy white blending to soft sulphur yellow in throat. A rich coloring. **Each, .30; Doz., 3.00**

MISS HELEN FRANKLIN. Another recent introduction. of merit. Ruffled flowers, white with delightful violet markings on the lower petals. Many flowers open at a time. The plant is vigorous and tall and well worth a place in every garden. **Each, .20; Doz., 2.00**

PEACE. A late flowering white variety with faint violet markings. Unusually tall and massive. **Each, .08; Doz., .80**

SNOW GLORY. Intensely ruffled flowers of purest ivory white with slight violet markings deep in throat. Very large flowers and a distinctive variety. One of the finest whites ever developed. **Each, 3.00; Doz., 30.00**

VENTURA. Ruffled petals of pure white, with attractive barred throat. **Each, .35; Doz., 3.50**

WHITE BELLE. A delicate ruffled blush white. Well named. Dainty. **Each, .35; Doz., 3.50**

WHITE GLORY. A beautiful pure white, with delicate lilac throat. Large ruffled flower and a strong grower. One of the finest white Gladioli. **Each, .35; Doz., 3.50**

Collection No. 7. One each of the above 13 varieties (value, 7.99) for 7.20

Collection No. 8. Omitting MARIE KUNDERD and SNOW GLORY, 11 varieties (value, 2.49) for 2.30

We would like to hear from those who have grown our bulbs. We are always interested in hearing about results obtained.



MRS. FRANK PENDLETON

Cream and Light Shades with Blotched Throats

KUNDERDI GLORY. The original ruffled gladiolus. Tall vigorous grower, fine cream apricot in color. A very fine variety.

Each, .10; Doz., 1.00

MINNESOTA. An early variety. Cream color with blotched red throat. Strong grower.

Each, .04; Doz., .40

MRS. FRANK PENDLETON. (See illustration above.) One of the most beautiful varieties grown. Large open flowers, cream tinted pink, with a beautiful deep red blotch in the throat. Similar color to the old Martha Washington geranium. This variety should be in every garden.

Each, .10; Doz., 1.00

Pierce Bulb Co.

Dec. 10, 1923.

Gentlemen:

Your bulbs are wonderful. I hope to give you more orders later.
Mrs. W. F. B., Rhode Island.

Yellow

- ELEGANCE.** Pure soft yellow. Pleasingly ruffled. Tall massive grower. Well named. **Each, .75; Doz., 7.50**
- GOLDEN GLORY.** Charming rich yellow. Ruffled petals. Tall grower. **Each .50; Doz., 5.00**
- GOLDEN MEASURE.** See Five Gladiolus "Aristocrats"—back page.
- NIAGARA.** Crocus yellow with deeper throat. Tall spike. Flowers well set. **Each, .10; Doz., 1.00**
- PRESIDENT MENOCAL.** Large ruffled yellow flowers blotched with red. **Each, .50; Doz., 5.00**
- RITA.** Superb ruffled yellow with red throat. A good grower and a worthy yellow. **Each, .35; Doz., 3.50**
- SCHWABEN.** One of the finest yellows. Many citron yellow flowers open at once on a tall vigorous spike. A beautiful variety. **Each, .10; Doz., 1.00**
- SULPHUR KING.** Sulphur yellow blossoms on a tall graceful spike. **Each, .25; Doz., 2.50**
- VICTORY.** Delicate sulphur yellow. Medium growth. **Each, .08; Doz., .80**
- YELLOW GEM.** Beautiful yellow variety. Tall growing and vigorous. **Each, .25; Doz., 2.50**

Collection No. 9. One each of the above 10 varieties (value, 3.63) for 3.35

Blue, Purple and Lavender

- BARON HULOT.** Dark violet blue with several flowers open at a time. One of the best blue varieties grown. **Each, .10; Doz., 1.00**

Pierce Bulb Co.

Sept. 30, 1923.

Gentlemen:

I ordered some Gladiolus bulbs from you last Spring. They developed very beautiful blossoms. Enclosed find order.

Mrs. W. H. B., Kansas.

HERADA. Tall growing plant with clear mauve blossoms which are very beautiful. One of the best varieties in this color.

Each, .10; Doz., 1.00

MARY FENNELL. Deep lilac flowers on an extremely graceful spike. One of the best.

Each, .20; Doz., 2.00

PURPLE GLORY. See the Five Gladiolus "Aristocrats" — back page.

VIOLET GLORY. Strong grower with a large ruffled flower deep violet in color.

Each, .50; Doz., 5.00

Collection No. 10. One each of the above 5 varieties (value, 1.90) for 1.75

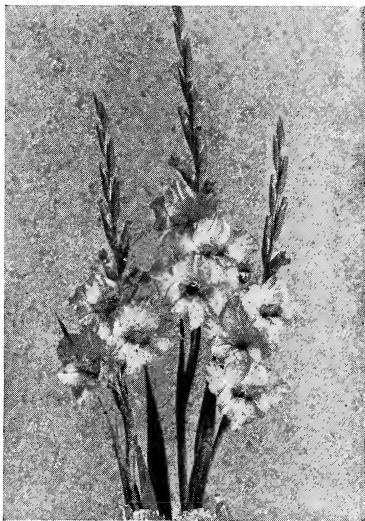
Collection No. 11. One each of the 70 varieties listed in this catalog, each labeled (value, 26.02), for 22.25

Collection No. 12. One each of all varieties listed for less than one dollar, 65 varieties (value, 17.52), for 15.35

Collection No. 13. One each of all varieties listed for less than seventy-five cents, 59 varieties (value, 13.02), for 11.50

Collection No. 14. One each of all varieties listed for less than fifty cents, 55 varieties (value, 11.02), for 9.95

Collection No. 15. One each of all varieties listed for less than twenty-five cents, 37 varieties (value, 5.52), for 5.10



JUDGED EITHER FROM ITS MASSED COLOR EFFECTS OR THE INDIVIDUAL BEAUTY OF ITS BLOSSOMS, THE GLADIOLUS HOLDS A DISTINGUISHED PLACE AMONG FLOWER-LOVERS

We grow several hundred other varieties than are shown in this catalog. If you do not find any particular variety you may desire, write to us.

How to Grow Gladioli

LOCATION. The Gladiolus is one of the easiest flowers to grow, requiring very little attention and thriving even when neglected. A sunny location is essential.

SOIL AND FERTILIZER. Any kind of soil is satisfactory, although Gladioli respond more favorably to a good soil. A good commercial fertilizer suitable for potatoes is best. The use of manure is not recommended unless it is applied in the Fall of the year. Work the land up thoroughly to a depth of about eight inches, after fertilizer has been applied.

PLANTING. Plant the bulbs in rows, 18 inches or more apart, 3 or 4 inches apart in the rows and 4 to 6 inches deep. As the new bulbs form on top of the old bulbs, deep planting is necessary. Do not put fertilizer in direct contact with bulbs. Plant after danger of frost is past.

CARE. Keep the soil well stirred, not only to kill the weeds but also to conserve moisture. Cultivate after rains and water once a week during dry spells.

BLOSSOMING TIME. To allow the blossoms to mature and then go to seed on the plant weakens the new bulb, which does not develop until after blossoming time. Cut the blossoms when the first bud opens and place them in water. You will find that all of the other buds will open and that they will last about two weeks. It is this long-blossoming quality of the Gladiolus which makes it one of the most appreciated decorative cut flowers. In cutting the spike, at least four leaves should be left to properly develop the new bulb.

DIGGING AND STORING. Dig up bulbs as soon as the foliage turns brown. Cut the stalk off close to the new bulb, save all of the little bulblets on the new bulb and, if possible, dry the bulbs in the sun for a few days before storing. Store in a shallow box or basket in a dry, frost-proof spot until ready for planting the following season. The little bulblets may be planted and will develop into small bulbs in one season. If planted the second season, many of these will blossom.

Pierce Bulb Co.

Dec. 12, 1923.

Gentlemen :

My neighbor and myself received the Gladiolus bulbs yesterday in good condition. I was more than pleased with them.

Mrs. S. E. L., Florida.

The PIERCE BULB COMPANY

Guaran-tested Gladiolus Bulbs

WEST MEDWAY, MASSACHUSETTS

Many Beautiful Gladioli
to Choose from in this Catalog -----

You will find the new Pierce Catalog more interesting than ever. Our former patrons will recognize many of the old "favorites," and many absolutely new varieties and collections will be discovered in glancing through this book.

For your greater convenience in making selections the varieties have been listed by COLORS with special Color Groupings following each color division.

Especial attention is directed to the Five Aristocrats shown on the back page; the 1924 Premier Offers on Pages 8 & 9 and the color Offers at the end of each color group.

While it may be needless in your case, let us remind you that those who order early will have the advantage of having their selections made up and shipped before the "last minute" rush is on. We always include "extras" with these early orders.

May we help you in your 1924 garden planning? Remember that we are ready and willing to give you the benefit of our long experience. No obligation is involved on your part in accepting this offer -- it is a part of Pierce Service.

Make your Garden glad
with Pierce Gladioli

THE PIERCE BULB COMPANY

P. S. You cannot lose when you order from us, because ---

Pierce Bulbs Are Guaranteed to Blossom



ORDER SHEET

Gladioli
Dahlias
Iris

PIERCE BULB COMPANY
"Guaran-tested Bulbs"
WEST MEDWAY, MASS.

Amount inclosed, \$

Name _____ R.F.D.No _____

Street P.O.Box

Post Office State

Date 192

**Please write your name and address very carefully, and also your order
Order early**

[illegible]

Make up a Neighborhood Gladiolus Club and get YOUR Bulbs FREE!

Here is an easy way to "gladden up" all your garden with Pierce Gladioli, without one cent of expense to you!

You doubtless have a score of neighbors or friends among whom are several planning to plant gladioli this season.

Make up a Club among these folks. You will be doing a favor by acquainting them with Pierce Guaranteed Bulbs and you will be getting YOUR Bulbs absolutely FREE! Club members will all be satisfied, for "Pierce Bulbs are guaranteed to blossom!"

In remitting these Club orders please be sure to indicate clearly the name and address of the person for whom each separate order is intended. This will enable us to label the individual packages and thus avoid confusion when you come to distribute them.

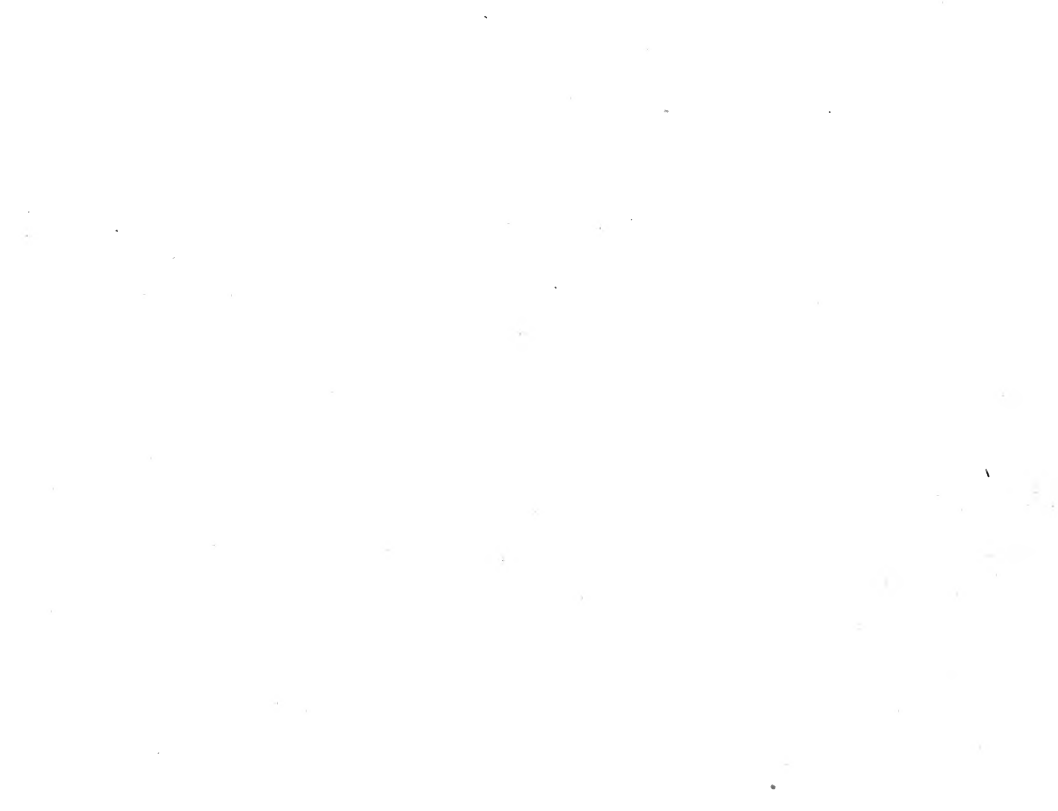
PIERCE BULBS ARE GUARANTEED TO BLOSSOM

Pierce Gladiolus Club Offer

For any orders for two or more persons sent in at one time with full remittance to cover, we will include FREE in our shipment to the Club-maker, the choice of any varieties or collections shown in our 1924 catalog to the value of 15% of the Club order. That is, for \$10.00 in Club orders we will send \$1.50 worth of Bulbs (your own selection) free to the Club-maker, for \$20.00 in Club orders, — \$3.00 worth free, etc.

Club orders must total \$10.00 or more.

THE PIERCE BULB COMPANY
Guaran-testd Gladiolus Bulbs
WEST MEDWAY, MASS.



THE goodwill of patrons is our most treasured possession.

If you will list below the names and addresses of friends who appreciate beautiful gardens, we shall be glad to send them copies of our illustrated Catalogs and Announcements.

THE PIERCE BULB COMPANY
WEST MEDWAY, MASS.

Name

Address

Sent in by _____

The Pierce Bulb Company

Guaran-tested Gladiolus Bulbs

West Medway, Mass.


DIRECTIONS FOR ORDERING

Please order collections by the number given in this folder. Remittances should be made by money order or by personal check. Six bulbs for half the dozen price. Make checks payable to Pierce Bulb Co. Upon receipt of purchase price, we ship all bulbs *postpaid*. Bulbs will be shipped when weather permits, or as you may direct. If we are out of stock of the variety ordered, we will substitute bulbs of a similar or higher priced variety, unless otherwise instructed. Order as early as possible. There is a large demand for many of our prize-winning varieties, and our stock sells rapidly.

*Members of The American Gladiolus Society and
The New England Gladiolus Society*

Our Unusual Guarantee Protects You

PIERCE'S Guaran-tested Gladiolus Bulbs are carefully inspected, and must be of blossoming size before we offer them to our patrons. We also take every possible precaution against errors in shipments.

By reason of these strict methods we are able to back our products with our Pierce Guarantee: 

In any case where the cultural directions are followed and Pierce Bulbs do not come true to name and color, or fail to blossom, we will replace every defective bulb with new stock and give generous count.

We guarantee that every bulb will be true to name and color, and that every bulb will blossom if our cultural directions are carefully followed.

You are always *SAFE* in ordering from us because—

“PIERCE BULBS ARE GUARANTEED TO BLOSSOM.”

WE STAND BEHIND OUR GUARANTEE

Pierce Bulb Co.

July 14, 1923.

Gentlemen:—I received the bulbs you sent in place of those which failed to blossom, and I thank you for the same. It is a pleasure to deal with a firm who stands behind their stock.

Thanking you again and wishing you the best of success, I remain,
H. A. K., Connecticut.

Five Gladiolus "Aristocrats"

OF THE FINEST GLADIOLUS VARIETIES GROWN

GOLDEN MEASURE. The best yellow Gladiolus ever produced. Pure yellow, self color. Flowers, large, substantial, and well arranged on tall, straight, vigorous spike. Many flowers open at same time.

Each, .75; Doz., 7.50

MARIE KUNDERD. A Gladiolus of purest white, which is unequalled by any other white variety. Early bloomer. Flowers are delightfully ruffled and nicely placed on a graceful and sturdy spike. One of the finest Gladiolus varieties grown.

Each, 2.50; Doz., 25.00

PURPLE GLORY. (Illustrated on front cover.) A Giant Gladiolus of a remarkable velvety maroon color, with almost black blotches. Flowers are intensely ruffled, large, and well set on an unusually massive spike. One of the most gorgeous varieties in our lists.

Each, 1.00; Doz., 10.00

ROMANCE. A large showy variety of several colors; rose, tinted with orange salmon, with red and yellow throat. Petals bordered with wine color. Unusual color and a very sturdy grower.

Each, .75; Doz., 7.50

RUFFLED AMERICA. This is a large ruffled lavender pink. Flowers are large, very well placed, and spikes are massive and vigorous. Petals beautifully ruffled.

Each, 1.00; Doz., 10.00

Special collection of above **\$5.50**
(one each), value \$6.00, for

SEE OUR PREMIER COLLECTIONS ON PAGES 8 AND 9, AND
OUR COLOR COLLECTIONS FOLLOWING EACH COLOR GROUP

THE PIERCE BULB COMPANY

"Guaran-tested Gladiolus Bulbs"

West Medway

Massachusetts

Pierce Bulbs are Guaranteed to Blossom